Attorney Docket No. SOM920000009US1

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Patent Application

Applicant(s): H. Chen et al.
Docket No.: SOM920000009US1
Serial No.: 09/727,491
Filing Date: December 4, 2000
Group: 2178
Examiner: Cong-Lac Huynh

Title: Automatic, Multi-Stage Rich Media Content Creation Using a Framework Based Digital Workflow - Systems, Methods and Program Products

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APPEAL BRIEF

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313

Sir:

Applicants (hereinafter referred to as "Appellants") hereby appeal the final rejection of claims 1-6, 9-12 and 14-18 of the above-referenced application.

REAL PARTY IN INTEREST

The present application is assigned to International Business Machines Corporation, as evidenced by an assignment recorded March 15, 2001 in the U.S. Patent and Trademark Office at Reel 11604, Frame 0096. The assignee, International Business Machines Corporation, is the real party in interest.

RELATED APPEALS AND INTERFERENCES

There are no known related appeals and interferences.

STATUS OF CLAIMS

Claims 1-6, 9-12 and 14-18 are pending in the present application, stand rejected under 35 U.S.C. §103(a), and are appealed. Claims 7, 8, 13, 19 and 20 have been canceled.

STATUS OF AMENDMENTS

The amendment filed after the final rejection has been entered by the Examiner.

SUMMARY OF CLAIMED SUBJECT MATTER

The present invention relates to multi-media content creation systems, methods and program products. More particularly, the invention relates to automatic, multi-stage Rich Media Content creation using a framework based digital workflow - systems, methods and program products (Specification, page 1, lines 16-18).

Independent claim 1 provides a method of multi-stage creation of multimedia content. Multimedia assets are incorporated into a framework as a series of related frames comprising a header frame, a thumbnail frame, a meta frame, one or more media frames and an end of sequence frame. A multimedia description file is created in a template for formatting multimedia assets. The multimedia assets and the multimedia description file are combined in the template through a batch-processing program to create a multimedia repository file executable on a multimedia player. The multimedia repository file is stored on a shared storage device. The multimedia repository file is accessed by at least one authoring session manager for access to the multimedia assets, for creation of a modified multimedia description file in a template, and for creation of a modified multimedia repository file upon combination of the multimedia assets and the modified multimedia description file. For each authoring session manager, the modified multimedia repository file is stored on a storage device associated with the authoring session manager, wherein the modified multimedia repository file is configured for execution on a multimedia player.

By way of example, an illustrative embodiment of the invention of claim 1 is shown in FIGS. 1, 4 and 6 of the drawings. FIG. 1 shows a network based server system including authoring tools and session manager for translating raw rich media assets in binary format into an editable, textual and template based multimedia vehicle repository file by one or more creators and incorporating the

principals of the present invention. Rich Media content creation system 10 includes a capture device 12, typically an antenna linked to sources of raw media for transmission to a storage medium 14, typically a disk linked to a network based server 16 using an authoring session manager 17 and a framework based streaming digital file. The raw rich media assets 13 are stored in the disk for translation into a multimedia vehicle repository file by content creation stations (Specification, page 5, line 23 through page 6, line 4). FIG. 4 describes an electronic XML template 40 prepared by a creator/user for incorporating an MVR-XML file in the creation of executable rich media content on a multimedia player. A populated MVR-XML file is stored in the server and accessible by users coupled to the network (Specification, page 8, lines 3-17). FIG. 6 describes a process 600 for multistage creation of rich media content executable on a multi-media player (Specification, page 9, line 22 through page 11, line 6).

Independent claim 11 recites a system for multi-stage creation of editable multimedia content executable on a multimedia player comprising: processor means for incorporating multimedia assets into a framework as a series of related frames comprising a header frame, a thumbnail frame, a meta frame, one or more media frames and an end of sequence frame; processor means for creating a multimedia description file in a template for formatting multimedia assets; processor means for combining the multimedia assets and the multimedia description file in the template through a batch-processing program to create a multimedia repository file executable on a multimedia player; processor means for storing the multimedia repository file on a shared storage device; processor means for accessing the multimedia repository file by at least one authoring session manager for access to the multimedia assets, for creation of a modified multimedia description file in a template, and for creation of a modified multimedia repository file upon combination of the multimedia assets and the modified multimedia description file; and for each authoring session manager, processor means for storing the modified multimedia repository file on a storage device associated with the authoring session manager, wherein the modified multimedia repository file is configured for execution on a multimedia player.

By way of example, an illustrative embodiment of the invention of claim 11 is shown in FIGS. 1, 4 and 6 of the drawings. FIG. 1 shows a network based server system including authoring tools and session manager for translating raw rich media assets in binary format into an editable,

textual and template based multimedia vehicle repository file by one or more creators and incorporating the principals of the present invention. Rich Media content creation system 10 includes a capture device 12, typically an antenna linked to sources of raw media for transmission to a storage medium 14, typically a disk linked to a network based server 16 using an authoring session manager 17 and a framework based streaming digital file. The raw rich media assets 13 are stored in the disk for translation into a multimedia vehicle repository file by content creation stations (Specification, page 5, line 23 through page 6, line 4). FIG. 4 describes an electronic XML template 40 prepared by a creator/user for incorporating an MVR-XML file in the creation of executable rich media content on a multimedia player. A populated MVR-XML file is stored in the server and accessible by users coupled to the network (Specification, page 8, lines 3-17). FIG. 6 describes a process 600 for multistage creation of rich media content executable on a multi-media player (Specification, page 9, line 22 through page 11, line 6).

Independent claim 14 provides a program medium executable in a computer system for multi-stage creation of multimedia content comprising: program code in a medium for incorporating multimedia assets into a framework as a series of related frames comprising a header frame, a thumbnail frame, a meta frame, one or more media frames and an end of sequence frame; program code in a medium for creating a multimedia description file in a template for formatting multimedia assets; program code in a medium for combining the multimedia assets and the multimedia description file in the template through a batch-processing program to create a multimedia repository file executable on a multimedia player; program code in a medium for storing the multimedia repository file on a shared storage device; program code in a medium for accessing the multimedia repository file by at least one authoring session manager for access to the multimedia assets, for creation of a modified multimedia description file in a template, and for creation of a modified multimedia repository file upon combination of the multimedia assets and the modified multimedia description file; and for each authoring session manager, program code in a medium for storing the modified multimedia repository file on a storage device associated with the authoring session manager, wherein the modified multimedia repository file is configured for execution on a multimedia player.

By way of example, an illustrative embodiment of the invention of claim 14 is shown in FIGS. 1, 4 and 6 of the drawings. FIG. 1 shows a network based server system including authoring tools and session manager for translating raw rich media assets in binary format into an editable, textual and template based multimedia vehicle repository file by one or more creators and incorporating the principals of the present invention. Rich Media content creation system 10 includes a capture device 12, typically an antenna linked to sources of raw media for transmission to a storage medium 14, typically a disk linked to a network based server 16 using an authoring session manager 17 and a framework based streaming digital file. The raw rich media assets 13 are stored in the disk for translation into a multimedia vehicle repository file by content creation stations (Specification, page 5, line 23 through page 6, line 4). FIG. 4 describes an electronic XML template 40 prepared by a creator/user for incorporating an MVR-XML file in the creation of executable rich media content on a multimedia player. A populated MVR-XML file is stored in the server and accessible by users coupled to the network (Specification, page 8, lines 3-17). FIG. 6 describes a process 600 for multistage creation of rich media content executable on a multi-media player (Specification, page 9, line 22 through page 11, line 6).

Dependent claims 2 and 8 provide the limitations of independent claim 1 and the step of injecting other content into the multimedia description file by at least one user. By way of example, an illustrative embodiment of the invention of claims 2 and 8 is shown in FIG. 6 of the drawings. FIG. 6 describes a process 600 for multistage creation of rich media content executable on a multi-media player. In step 7, a content injection program at station 500' enables creators to access databases for incorporating other content into th e acquired template based MVR-XMR file (Specification, page 9, line 22 through page 11, line 6).

Dependent claims 6, 12 and 18 recite the limitations of claims 1, 11 and 14, respectively, and the management of the creation of the template and the multimedia description file in stages by different users. By way of example, an illustrative embodiment of the invention of claims 6, 12 and 18 is shown in FIG. 6 of the drawings. FIG. 6 describes a process 600 for multistage creation of rich media content executable on a multi-media player (Specification, page 9, line 22 through page 11, line 6).

Dependent claims 3-5 and 15-17 provide creation and use of an extensible markup language-based multimedia repository file. By way of example, an illustrative embodiment of the invention of claims 3-6 and 15-17 is shown in FIG. 6 of the drawings. FIG. 6 describes a process 600 for multistage creation of rich media content executable on a multi-media player (Specification, page 9, line 22 through page 11, line 6).

GROUNDS OF REJECTION TO BE REVIEWED ON APPEAL

I. Claims 1, 2, 6, 9-12, 14 and 18 stand rejected under 35 U.S.C. §103(a) as being unpatentable over U.S. Patent No. 6,473,778 to Gibbon (hereinafter "Gibbon").

II. Claims 3-5 and 15-17 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Gibbon in view of U.S. Patent No. 6,654,030 to Hui (hereinafter "Hui").

ARGUMENT

Appellants incorporate by reference herein the disclosures of all previous responses filed in the present application, namely, responses dated June 30, 2004, April 27, 2005, September 16, 2005, March 13, 2006, September 1, 2006 and January 4, 2007. Sections I and II to follow will respectively address grounds I and II presented above.

I. Obviousness rejection of Claims 1, 2, 6, 9-12, 14 and 18

With regard to the rejection of claims 1, 2, 6, 9-12, 14 and 18 under 35 U.S.C. §103(a) as being unpatentable over Gibbon, Appellants respectfully assert that the cited combination fails to establish a prima facie case of obviousness under 35 U.S.C. §103(a), as specified in M.P.E.P. §2143.

M.P.E.P. §2143 states that three requirements must be met to establish a prima facie case of obviousness. First, there must be some suggestion or motivation to combine reference teachings. Second, there must be a reasonable expectation of success. Third, the cited combination must teach or suggest all the claim limitations. While it is sufficient to show that a prima facie case of obviousness has not been established by showing that one of the requirements has not been met, Appellants respectfully believe that none of the requirements have been met.

First, Appellants assert that no motivation or suggestion exists to modify the teachings of Gibbon in a manner proposed by the Examiner to meet the claim limitations. For at least this reason, a prima facie case of obviousness has not been established.

The Federal Circuit has stated that when patentability turns on the question of obviousness, the obviousness determination "must be based on objective evidence of record" and that "this precedent has been reinforced in myriad decisions, and cannot be dispensed with." In re Lee, 277 F.3d 1338, 1343 (Fed. Cir. 2002). Moreover, the Federal Circuit has stated that "conclusory statements" by an examiner fail to adequately address the factual question of motivation, which is material to patentability and cannot be resolved "on subjective belief and unknown authority." Id at 1343-1344.

In the final Office Action, on page 4, paragraph 3, page 5, paragraph 4, and page 6, paragraph 2, the Examiner provides the following statements to prove motivation to modify Gibbon:

> "[I]t would have been obvious . . . to have modified Gibbon to include a batch-processing program to create a multimedia file since the fact that the multimedia assets and the multimedia description file are combined into one file executable on a multimedia player of the computer implies that said combined file is implemented based on a batch program."
>
> "[I]t would have been obvious . . . to have modified Gibbon to include the header frame and the end of sequence frame for the following reason. The narrated slide show, which includes video frames displayed sequentially, implies a beginning of the show, which is equivalent to a heading, and an ending, which is an end of the frame sequence disclosed in the last frame of the frame sequence."
>
> "[I]t would have been obvious . . . to include into Gibbon the creation of the modified repository file, which is merely modifying the multimedia repository file caused by modifying the description file, which is a component of the multimedia repository file for the following reason. It was well known to modify images or audio data. Accordingly, the description file for the image and audio data will be modified to be suitable to the change. Therefore, it is understandable that the multimedia repository file, which is combined by the combined multimedia repository file is modified, storing such a modified file known as a must step to keep data for later use."

Appellants submit that the statements above are based on the type of "subjective belief and unknown authority" that the Federal Circuit has indicated provides insufficient support for an

obviousness rejection. More specifically, the Examiner fails to identify any objective evidence of record which supports the proposed modification. Thus, the Examiner's conclusory statements do not adequately address the issue of motivation to combine references.

It is well-settled law that "teachings of references can be combined *only* if there is some suggestion or incentive to do so." *ACS Hosp. Sys. v. Montefiore Hosp.*, 732 F.2d 1572, 1577, 221 USPQ 929, 933 (Fed. Cir. 1984) (emphasis in original). Moreover, in order to avoid the improper use of a hindsight-based obviousness analysis, particular findings must be made as to why one skilled in the relevant art, having no knowledge of the claimed invention, would have modified the components disclosed by Gibbon in the manner claimed (*See, e.g., In re Kotzab*, 217 F.3d 1365, 1371, 55 USPQ2d 1313, 1317 (Fed. Cir. 2000)). "It is improper, in determining whether a person of ordinary skill would have been led to this combination of references, simply to '[use] that which the inventor taught against its teacher.'" *In re Sang-Su Lee*, 277 F.3d 1338, 1344 (Fed. Cir. 2002) (quoting *W.L. Gore v. Garlock, Inc.*, 721 F.2d 1540, 1553, 220 USPQ 303, 312-13 (Fed. Cir. 1983)).

Secondly, Appellants assert that there is no reasonable expectation of success in achieving the present invention through a modification of Gibbon. For at least this reason, a prima facie case of obviousness has not been established. Appellants assert that it is not clear how one would modify Gibbon. For example, it is not clear how a narrated slide show can be modified to establish framework of multimedia assets as a series of media frames having a header frame, a thumbnail frame, a meta frame, one or more media frames and an end of sequence frame. No guidance was provided in the Office Action as to how Gibbon can be modified to achieve the present invention. However, even if modified, Gibbon would not achieve the techniques of the claimed invention.

A. Claims 1, 10, 11 and 14

The modified teaching of Gibbon fails to suggest or to render obvious at least the elements of independent claims 1, 11 and 14 of the present invention. For at least this reason a prima facie case of obviousness has not been established.

Independent claim 1 recites a method of multi-stage creation of multimedia content. Multimedia assets are incorporated into a framework as a series of related frames comprising a header frame, a thumbnail frame, a meta frame, one or more media frames and an end of sequence frame. A multimedia description file is created in a template for formatting multimedia assets. The

multimedia assets and the multimedia description file are combined in the template through a batch-processing program to create a multimedia repository file executable on a multimedia player. The multimedia repository file is stored on a shared storage device. The multimedia repository file is accessed by at least one authoring session manager for access to the multimedia assets, for creation of a modified multimedia description file in a template, and for creation of a modified multimedia repository file upon combination of the multimedia assets and the modified multimedia description file. For each authoring session manager, the modified multimedia repository file is stored on a storage device associated with the authoring session manager, wherein the modified multimedia repository file is configured for execution on a multimedia player. Independent claims 11 and 14 recite similar limitations.

The examiner contends that Gibbon discloses the incorporation of multimedia assets into a framework as a series of related frames. The Examiner further contends that the slide show icon in the slide show document is equivalent to a thumbnail frame, the video frames are media frames, and the frame-reference transcript is equivalent to the meta frame. Further, the Examiner contends that a hypermedia document should have a title which is disclosed in the first frame of the slide show and should have an ending which is disclosed in the last frame of the sequence. However, the existence of slide show icons and a transcript in Gibbon fails to render obvious the incorporation of a thumbnail frame and a meta frame into a framework with one or more media frames. Such a slide show and transcript may result from other techniques that do not include incorporation of such frames into a framework. Further, a statement that a slide show "should" have a title and an ending, as provided by the Examiner, does not render obvious the incorporation of a header frame and an end of sequence frame into a framework with one or more media frames, a thumbnail frame and a meta frame.

In response to previous arguments set forth by Appellants, the Examiner contends that a header frame and end frame are evident from the transcripts. The Examiner cites specifically to column 5, lines 40-52 of Gibbon, where Gibbon describes transcripts as occasionally including phrases in the transcripts such as "begin video clip" and "voice over." It is not clear how the mere existence of such phrases in a transcript renders obvious the incorporation of a header frame and an end of sequence frame in a framework of multimedia assets. Thus, Gibbon fails to teach of suggest

every element of the independent claims. Further, while an introduction to the beginning of a slide show and the final for an ending of the slide show may be implied in a narrated slide show, this again fails to evidence the existence of and incorporation of a head frame and an end of sequence frame into a framework having one or more media frames, a thumbnail frame and a meta frame.

The Examiner further contends that Gibbon discloses the combining of multimedia assets and a multimedia description file to create a multimedia repository file executable on a multimedia player. However, Gibbon only discloses the application of a template set to multimedia descriptors resulting in an HTML representation. An HTML representation differs significantly from a multimedia repository file executable on a multimedia player. The Examiner further contends that it would have been obvious to modify Gibbon to include a batch-processing program. In response to previous arguments set forth by the Appellants, the Examiner contends that the transcription text of Gibbon is equivalent to the description file of the present invention. However, the transcription text provides text for an airing program and does not format multimedia assets. Thus, the Office Action fails to support why it would be obvious to modify Gibbon to include a batch-processing program in light of a template set that creates an HTML representation. Further, Gibbon fails to suggest or disclose the combining of multimedia assets and a multimedia description file through a batch-processing program to create of a multimedia repository file that is executable on a multimedia player, as recited in the independent claims of the present invention.

As admitted by the Examiner, Gibbon fails to disclose the accessing of the single multimedia repository file for creation of a modified multimedia description file in a template, and the accessing of the single multimedia repository file for the creation of a modified multimedia repository file upon combination of the multimedia assets and the modified multimedia description file. In response to arguments previously submitted by the Appellants, the Examiner contends that Gibbon discloses TV programs stored at a web server can be accessed for rendering different views to users. However, Gibbon fails to disclose that a TV program created as a result of multimedia assets and a description file is accessed for creation of a modified description file and a modified TV program.

The Examiner further admits that Gibbon fails to disclose the storing of the modified multimedia description file and the modified multimedia repository file as a single modified multimedia repository file on a storage device associated with an authoring session manager. In

response to arguments previously set forth by the Appellants, the Examiner contends that Gibbon discloses multimedia files are maintained in storage associated with an authoring session manager. However, Gibbon fails to disclose that a TV program created as a result of multimedia assets and a description file is stored on a shared storage device and when modified stored on a storage device associated with the authoring session manager. For example, Gibbon fails to suggest or disclose anything regarding the accessing of a multimedia repository file from a shared storage device and the storage of a modified multimedia repository file on a device associated with an authoring session manager.

Dependent claim 10 is patentable at least by virtue of its dependency from independent claim 1 and recites patentable subject matter in its own right.

B. Claims 2 and 9

The modified teaching of Gibbon fails to suggest or to render obvious the elements of dependent claims 2 and 9 of the present invention. For at least this reason a prima facie case of obviousness has not been established.

Dependent claims 2 and 9 are patentable at least by virtue of their dependency from independent claim 1. Dependent claims 2 and 9 also recite patentable subject matter in their own right. Dependent claims 2 and 9 recite the limitations of claim 1 and injection of content into the multimedia description file by at least one other user. The Examiner contends that Gibbon discloses injecting other content into the multimedia description file. However, the placement of anchors in the text, and the selection of a template by a user as cited by the Examiner, is not performed by at least one other user.

C. Claims 6, 12 and 18

The modified teaching of Gibbon fails to suggest or to render obvious the elements of dependent claims 6, 12 and 18 of the present invention. For at least this reason a prima facie case of obviousness has not been established.

Dependent claims 6, 12 and 18 are patentable at least by virtue of their dependency from independent claims 1, 11 and 14. Dependent claims 6, 12 and 18 also recite patentable subject

matter in their own right. Dependent claims 6, 12 and 18 recite the limitations of claims 1, 11 and 14, respectively, and the management of the creation of the template and the multimedia description file in stages by different users. The Examiner contends that Gibbon discloses this element. However, the user, in selecting a template, does not manage creation of the template and multimedia description file. Further, there is not disclosure in Gibbon of different users.

Accordingly, withdrawal of the rejection to claims 1, 2, 6, 9-12, 14 and 18 under 35 U.S.C. §103(a) is respectfully requested.

II. Obviousness rejection of Claims 3-5 and 15-17

With regard to the rejection of claims 3-5 and 15-17 under 35 U.S.C. §103(a) as being unpatentable over Gibbon in view of Hui, Appellants respectfully assert that the cited combination fails to establish a prima facie case of obviousness under 35 U.S.C. §103(a), as specified in M.P.E.P. §2143.

The collective teaching of Gibbon and Hui fails to suggest or to render obvious at least the elements of dependent claims 3-5 and 15-17 of the present invention. For at least this reason a prima facie case of obviousness has not been established. Hui describes a time marker based on extensible mark-up language for synchronized multimedia presentation, but fails to remedy the deficiencies of Gibbon described above. Dependent claims 3-5 and 15-17 are patentable at least by virtue of their dependency on independent claims 1 and 14, and also recite patentable subject matter in their own right. Accordingly, withdrawal of the rejection to claims 3-5 and 15-17 under 35 U.S.C. §103(a) is respectfully requested.

In view of the above, Appellants believe that claims 1-3, 5-7, 16-18, 20-22, 30 and 31 are in condition for allowance, and respectfully request withdrawal of the §103(a) rejections.

Respectfully submitted,

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Robert W. Griffith
Attorney for Applicant(s)
Reg. No. 48,956
Ryan, Mason & Lewis, LLP
90 Forest Avenue
Locust Valley, NY 11560
(516) 759-4547

CLAIMS APPENDIX

1. A method of multi-stage creation of multimedia content, comprising the steps of:

incorporating multimedia assets into a framework as a series of related frames comprising a header frame, a thumbnail frame, a meta frame, one or more media frames and an end of sequence frame;

creating a multimedia description file in a template for formatting multimedia assets;

combining the multimedia assets and the multimedia description file in the template through a batch-processing program to create a multimedia repository file executable on a multimedia player;

storing the multimedia repository file on a shared storage device;

accessing the multimedia repository file by at least one authoring session manager for access to the multimedia assets, for creation of a modified multimedia description file in a template, and for creation of a modified multimedia repository file upon combination of the multimedia assets and the modified multimedia description file; and

for each authoring session manager, storing the modified multimedia repository file on a storage device associated with the authoring session manager, wherein the modified multimedia repository file is configured for execution on a multimedia player.

2. The method of Claim 1 further comprising the step of:

injecting other content into the multimedia description file by another user.

3. The method of Claim 1 further comprising the step of:

creating an extensible markup language-based multimedia repository file.

4. The method of Claim 1 further comprising the step of:

using a textual editor to create an extensible markup language-based multimedia repository file.

5. The method of Claim 1 further comprising the step of:

using an extensible markup language-based multimedia repository file as a data interchange among other multimedia content creation applications.

6. The method of Claim 1 further comprising the step of:

managing the creation of the template and the multimedia description file in stages by different users.

9. The method of Claim 1 wherein the multimedia description file is created in stages by different users injecting content into the template.

10. The method of Claim 1 wherein the multimedia repository file is a multimedia container in a binary format.

11. A system for multi-stage creation of editable multimedia content executable on a multimedia player, comprising:

processor means for incorporating multimedia assets into a framework as a series of related frames comprising a header frame, a thumbnail frame, a meta frame, one or more media frames and an end of sequence frame;

processor means for creating a multimedia description file in a template for formatting multimedia assets;

processor means for combining the multimedia assets and the multimedia description file in the template through a batch-processing program to create a multimedia repository file executable on a multimedia player;

processor means for storing the multimedia repository file on a shared storage device;

processor means for accessing the multimedia repository file by at least one authoring session manager for access to the multimedia assets, for creation of a modified multimedia description file in a template, and for creation of a modified multimedia repository file upon combination of the multimedia assets and the modified multimedia description file; and

for each authoring session manager, processor means for storing the modified multimedia repository file on a storage device associated with the authoring session manager, wherein the modified multimedia repository file is configured for execution on a multimedia player.

12. The system of Claim 11 further comprising:

means managing the creation of the template and the multimedia description file in stages by different users.

14. A program medium executable in a computer system for multi-stage creation of multimedia content, comprising:

program code in a medium for incorporating multimedia assets into a framework as a series of related frames comprising a header frame, a thumbnail frame, a meta frame, one or more media frames and an end of sequence frame;

program code in a medium for creating a multimedia description file in a template for formatting multimedia assets;

program code in a medium for combining the multimedia assets and the multimedia description file in the template through a batch-processing program to create a multimedia repository file executable on a multimedia player;

program code in a medium for storing the multimedia repository file on a shared storage device;

program code in a medium for accessing the multimedia repository file by at least one authoring session manager for access to the multimedia assets, for creation of a modified multimedia description file in a template, and for creation of a modified multimedia repository file upon combination of the multimedia assets and the modified multimedia description file; and

for each authoring session manager, program code in a medium for storing the modified multimedia repository file on a storage device associated with the authoring session manager, wherein the modified multimedia repository file is configured for execution on a multimedia player.

15. The medium of Claim 14 further comprising:

program code creating an extensible markup language-based multimedia repository file.

16. The medium of Claim 14 further comprising:

program code creating an extensible markup language-based multimedia repository file using a textual editor.

17. The medium of Claim 14 further comprising:

program code using an extensible markup language-based multimedia repository file as a data interchange among other multimedia creation applications.

18. The medium of Claim 14 further comprising:

program code managing the creation of the template and multimedia description file in stages by different users.

EVIDENCE APPENDIX

None.

RELATED PROCEEDINGS APPENDIX

None.